

# Women's Cloth Coats With Black Furs, Specially Priced \$25 and \$38.50 in Wanamaker's Down Stairs Store



Two important special purchases to be shown for the first time tomorrow in the Down Stairs Coat Store.

All the \$38.50 coats are of bolivia or equally good trade-marked materials in navy blue, black and some browns. They are beautifully lined with jacquard figured crepes and warmly interlined. All have fur collars and many have both collars and cuffs of black dyed skunk or Manchurian wolf-dog.

There are straight-line and bloused models and some are effectively embroidered or stitched as the picture shows.

Most of the \$25 coats are of warm, smooth velour in navy, black or brown with plain satin linings. Embroidered or beaver-dyed coney collars.

Among them are styles especially designed for young women; some are in reindeer, brown or soft Sorrento blue with beaver-dyed coney collar and cuffs.

\$38.50 \$52.50 \$25

## Black Bolivia Capes, Specially Priced, \$30

Warmly-interlined full-length wraps of bolivia cloth with striped gray silk or plain crepe de chine linings. They have collars of black caracul or imitation chinchilla.

In this group are some of the popular mole-cloth coats which are particularly effective.

## Silk-Lined Chinchilla Coats at \$16.75

are another "special"! A new shipment has just been unpacked. Either tan or chow color.

Finer chinchilla coats or gray tweeds with silk serge lining to the waist are \$23.50.

## New Fine Wraps, \$65, \$89 and to \$135

Trimmed with nutria, skunk-dyed opossum, gray squirrel, beaver and other rich furs. Made of the whole series of fashionable coatings, either in black, brown or navy. Usually only one of a kind.

(Down Stairs Store, Market)

## Remarkable Sports Coats of Tweeds and Fleeces, Some Imported, \$25

Coats much better than their price infers. Some are of real Irish friezes. Some are fleeces with invisible plaids, some are the rough silvery gray and vari-colored tweeds that are so fashionable.

Nearly all are made like English overcoats—raglan sleeves, inverted pleat backs, lined to the waist or through shoulders with silk serge.

They are beautifully tailored!

## Elaborately Embroidered Coats With Fur, \$52.50

One is pictured to show what an effective wrap can be secured Down Stairs at Wanamaker's for this moderate sum.

Some have shawl collars of caracul or fitch-dyed opossum. Lined with gray crepe de chine.

(Down Stairs Store, Market)

## Central Aisle

### Strap-Wrist Mocha Gloves a Third Less \$2.50

One of the "finds" for which the Down Stairs Glove Store is famous. A certain well-known American glove maker turned over to us this small lot of women's fine gloves because he wanted immediate funds.

They are of soft, velvety smooth Arabian mocha with firm, outsewn seams and spear-point stitched backs in the good gray shade that almost every one wants. Somehow their almost furry softness seems to make them the warmest, most satisfactorily comfortable sort of winter gloves.

Gray and Brown Mocha Gloves, \$2

Second shipment of a special purchase of gray and brown mocha gloves in one-clasp style, also a third under price at \$2.

### White Celluloid and Imitation Tortoise-Shell Toilet Articles, 25c to \$3

All are beautifully flawless and priced so low because of a special price concession from the manufacturer.

The white celluloid starts at 25c and goes to \$3 for buttonhooks, nail files, shoe horns, trays, picture frames, puff boxes, hair receivers, hair brushes and mirrors. Generally plain but a few are in the favorite Du Barry shape.

The imitation tortoise shell is from \$1.50 to \$1.90 and includes nail files, buttonhooks, salve boxes, combs, puff boxes, hair receivers, pin cushions, jewel boxes, clothes, hat and hair brushes and trays.

### Petticoats Made Up of Surplus Materials \$1

A manufacturer by cleverly combining his surplus stock of silk fringe and odd lengths of fabric has made petticoats quite novel and most attractive. He sold the entire lot to the Down Stairs Store Underclothes Shop, so, of course, they can't possibly be duplicated elsewhere.

Brown, apple green, purple, navy and black stain in straight, plain style with two-inch silk fringe.

(Down Stairs Store, Central)

### Children's Warm Chinchilla Coats \$6.50 and \$7.50

Practical coats! Warm and good-looking, but not expensive, a combination that every mother hopes to find. Mannish, double-breasted, overcoat style and made to button to left or right. Fully lined. Navy blue, brown and tan. Sizes 2 to 6 years.

### Children's Tams and Hats, \$1.25 to \$4

Regular boys' styles—pebble cheviot caps with ear tabs or cheviot and tweed mixture hats cut much like father's.

Coquettishly feminine little girls' styles—jaunty tams and wool-embroidered or ribbon-trimmed hats of velour, plush and felt. Gay colors. Sizes to fit children 2 to 8 years old.

(Down Stairs Store, Central)

## Women's Fur Coats of the Better Kinds, \$80 to \$190

The Little Fur Shop Down Stairs is making new friends every day!

That's only natural, because inevitably customers today tell their friends tomorrow and an endless chain of visits is the result.

The coat pictured is of seal-dyed coney which has been selected because the fur is thick and soft and glossy. It is richly silk lined. It is the new 40-inch length. It is cut plenty full. In other words, it is a coat which will last out more than a single season—both in style and quality.

45-inch coats of the same sort of seal-dyed coney (near seal) are \$90.

With Skunk Collar and Cuffs similar coats of near seal, 40 inches long are \$175. Seal dyed coney, trimmed with beaver collar and cuffs, are 40 inches long, at \$190.

### Seal-Dyed Coney Capes Are Popular at \$115

Try one and you will be captured by its charm as almost every one is. They give delightfully long, slender lines and are soft and warm and luxurious. Silk lined.

### Animal Scarfs, \$5 to \$37.50

The Down Stairs Fur Shop specializes all sorts of one and two animal scarfs of satisfactory furs, including opossum, gray squirrel, mink, marten and others.

Fox scarfs are \$20 to \$45. Kit fox scarfs are exceptional at \$12.50.

(Down Stairs Store, Market)

## WHAT'S WHAT



When a boy observes his father reading the newspaper at the breakfast table, an absorption which prevents him from taking any interest in the family talk, he is apt to follow in later life the ill-mannered example set before him daily during his boyhood. Thus he drifts into the type of man to be observed at hotel tables everywhere, or in his own home, even when guests are present, with a newspaper wall of rudeness shutting him off from all the others at his table.

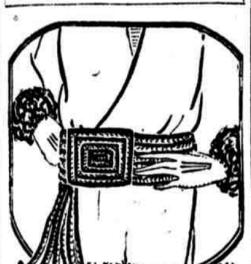
A man who has been trained in civility from his earliest days asks permission or pardon before reading a letter or a newspaper at the table. Even then he does not read the paper continuously, nor entirely to himself. He glances over the headlines, and then turns to the most important or most interesting news to his table companions, scans the market reports, perhaps, and then folds up his newspaper to finish reading it on the way to his office.

## Adventures With a Purse

MARCIA invited us to dinner, and from the first bit of grapefruit to the very last morsel of pie the meal was delicious and we didn't really have to tell her about it; our plates did that. But while the men were smoking and she and I were alone in the kitchen I begged her the secret of her pie-making success. The crust was the sort one reads about in advertisements, but so rarely meets. And she told me that she used a glass rolling pin, in which is packed crushed ice. That keeps the surface cold, makes better dough and results in the delicious, crisp crust she had. The rolling pins can be had for \$1.05.

For names of shops address Women's Page editor or phone Walnut 5000 or Main 1261 between the hours of 9 and 5.

## Things You'll Love to Make



### Braid Bound With Red Makes This Fascinating Girdle.

With but little other trimming a rock or suit can be made to look very chic with a girly like the one shown above. Bind some black braid on one side with red silk or cloth. Cut a square or oblong of buckram. Stitch a small piece of the braid, bound on all four sides with the red. Then attach the braid bound on one side around and around, to cover the buckram. Stitch a number of the pieces of braid together until you have a belt of the desired width. Six or seven long ends of the braid bound all around form hanging pieces for one side of the buckle. Line the buckle and join it to the belt. Close this unusual girdle with snaps.

FLORA.

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## Specializing Pretty Velveteen Frocks for Girls \$6.75 to \$16.50

The very warmth and rich depth of the fabric lends an air of "holiday best" which girls adore. And the velveteen used in these frocks is the thickly napped, firmly backed sort that will give excellent service.

\$6.75 for unusual new dresses combining checked cloth skirt with dark velveteen blouse; the two meet in a satin sash-belt which is very graceful. Sizes 8 to 14 years.

\$7.75 for navy blue velveteen one-piece frocks with contrasting gray silk crepe sleeves and novel girly ornaments. Sizes 8 to 12 years.

\$16.50 for navy blue velveteen frocks with contrasting silk crepe trimmings and effective embroideries. Sizes 12 to 16 years.

### Girls' Cloth Frocks, \$5 to \$10.75

Mostly in the simple, straight-line style which is so all-round acceptable and becoming. Some have contrasting collars and cuffs; some are embroidered in silk or wool. Sizes 6 to 14 years.

Warm Winter Coats for Girls, \$7.50, \$12, \$13.50 to \$38.50—Soft nappy chinchillas, polo coats in typical sport models, silky feeling velours, rough-and-ready tweeds and heavier coatings. Plain or with fur collars or fur collars and cuffs. Blues, browns and tans. Sizes 6 to 12 years.

Winter Coats for Larger Girls, \$12, \$13.75, \$15, \$16.50 to \$25—Everything from the warm ulster in which to enjoy winter sports and brave winter storms to well-lined fur-trimmed coats. Tweeds, polo-coats, bolivias, velours. Brown, reindeer, tan, gray and navy. Sizes 14 to 17 years.

(Down Stairs Store, Market)

### Lapis-Blue Necklaces in New Lengths

Imitations of the genuine lapis stone with all its rich azure blue reflected in smooth, dusky, unspiced beads of perfect roundness, citrine, mortlet or of clear uniform color. Some are dark as midnight. Some lighter and softer, more like the twilight shades. All are "true blue"—the blue that brightens one's eyes, harmonizes with one's costume, adds a note of richness to almost any color scheme.

Costume necklaces are strung with beads all of one size and are 36 to 44 inches long at \$4 to \$7.50. Graduated necklaces in 24 to 36-inch lengths, \$1.50 to \$3.

### Lapis-Blue Earrings 50c to \$1.25

Shower, pendant and drop styles in lovely lapis blue, from very dark to lighter shades.

(Down Stairs Store, Central)

## Men's All-Wool Winter Overcoats at \$17.50



### Is Just About the Best News We've Heard

Think of it! Good, big, heavy winter-weight overcoats of chemically tested all-wool mixed cheviot overcoatings. Cut on big lines—an overcoat must be big and roomy to be really warm and serviceable. The collars are wide, well set and convertible. The shoulders are broad and the sleeves wide enough and long enough. They are all belted with the new kind of three-section belt, the two front parts of which may be removed at will, giving you either a full-belted or semi-belted model. The fabrics are soft and thick and warm, all with a nice smooth finish.

Both overplaids and mixtures in warm browns, conservative grays and other desirable dark shades among them. Limited quantity.

### Other Winter Overcoats for Men, \$25 to \$37.50

Big, warm ulsterettes in double-breasted styles. Made of tested all-wool plain or plaid-back overcoatings. Rich Winter patterns and colors. Belted or semi-belted.

### Men's Domet Flannel Nightshirts, 85c

It's a low price, but the quality is all right, nevertheless! They are some nightshirts left over from our last year's supplies which we could not begin to equal today at 85c wholesale. Good-looking stripes. Full cut. Sizes 15 and 16.

### Men's Part-Wool Union Suits, \$1.75

Comfortable weight part-wool ribbed gray union suits. High neck, long-sleeve, ankle-length style. Sizes 34 to 44.

### Boys' All-Wool Macksinaus, \$8.50

Big, loose-fitting coats for everyday and sports wear. Regular lumber-jack plaids in blues, browns and dark red. Double-breasted, yoked-back style, with convertible collar and patch pockets. Some have muff pockets. Sizes 8 to 17 years.

(Down Stairs Store for Men, on the Gallery, Market)



### Small Boys' All-Wool Overcoats, \$12 and \$13.75

Good quality and economy are firmly bound together in these well-made all-wool coats. They are the kind that wear and keep their original good lines. All are double-breasted style with plain or raglan sleeves and muff pockets. Convertible collars, of course. Either of plaid-back coatings or with wool flannel lining to insure plenty of warmth. Gray, green, brown and leather mixtures. Sizes 6 to 10 years.

## Another Great Day for Shoes for Men, Women and Children

The Autumn sale of shoes in the Down Stairs Store! Broken sizes, discontinued styles and all sorts of odd lots of shoes have been freshly taken from our own regular stocks and marked down in price.

Thousands of pairs for women, men, children, boys and girls. Some as low as \$2.35, and none of these "specials" are higher than \$3.75.

And they are all "Wanamaker quality"!

### Women's Shoes at \$2.75 and \$3.75 Third to More Than Half Less

Plain pumps, strap pumps, strap-and-buckle pumps, Mary Janes, novelties and oxfords in more than 50 styles. Made of satins, patent leather, brown or black calf, brown or black leather and a few are of suede or metal cloth. Practically every height and style heel; turned and welted soles. Some show marks of handling and the metal shippers are tarnished.

### Children's Shoes at \$2.35 Fifth to Almost Half Less

Button shoes and lace shoes in tan or white leathers. Patent leather shoes and sturdy tan or black leather shoes for school wear. No. all sizes in each style.

New \$5 to \$6.50 shoes for women have just arrived

Strap pumps and oxfords in the season's most popular styles and leathers. Good leather shoes that fit well and keep their shape admirably. To the best of our knowledge, the most satisfactory assortment of really new and desirable shoes offered anywhere at about these moderate prices.

(Down Stairs Store, Chestnut)

### Children's Cotton Stockings 18c; 3 Pair 50c

Really special stockings for three reasons—carefully combed mercerized cotton, good, clear black, finely ribbed, soft and comfortable.

Sizes 5 to 14. "Sensational" but remarkably free from imperfections.

(Down Stairs Store, Central)

### Five Best-Wearing Kinds of Rugs for Homes, All 9x12 Feet

Firmly backed, thickly napped rugs in the warmy rich colors and unobtrusive patterns that Philadelphians like in the rooms they live in.

Wiltons, \$78.50, \$84, \$97.00. Axminster, \$20, \$25, \$30. Velvet, \$20, \$25, \$30. Wool and fibers, \$12.50, \$15.

(Down Stairs Store, Chestnut)

## Velveteen Frocks With Metal Brocaded Bodices Like the Picture Are \$16.50

Notice the new, pointed, full skirts of black velveteen and the medieval bodice of rich-looking gold or silver mixed brocade. Indeed, these frocks have much the same effect of rare Paris gowns made of sumptuous fabrics from across the seas. And that they are only \$16.50 is just another evidence of the fashion and quality that one can find always in the Down Stairs Store at Wanamaker's.

### Sample Frocks Copied From Expensive Models Are \$25, \$30 and \$38.50

The \$38.50 dress pictured is of Poirer twill elaborately embroidered with loose silk threads; the sleeves are long and full and have interesting metal ornaments.

Sample silk duvety frocks have basques and short waists and all the new features for which "sub-dubs" have been asking are \$28.50.

Many have flowers or a bit of metal. Some have bertha collars of cream or metallic lace. Some charming frocks in this group are of black Canton crepe with artistic beading or henna or old blue embroidery and others are of black or brown lace.

Far too many to describe each one—and usually only two or three of a kind. Sizes mostly 16 to 38.

### Poirer Twill Frocks With Paisley Bodices, \$13.50

So very pretty and you will hurry out early! The navy twill is of good quality and the long, straight-line bodices are of excellent silk in artistic Paisley patterns. Sizes 16 to 36 only.

### Evening Dresses, \$18

Black and pastel colored giffon frocks for the season's dances. Finished with silvery stitching and flowers.

### Velveteen, Silk and Cloth Frocks, \$10

Dark blue velveteen dresses trimmed with braid or colored stitching—the velvety kinds that well-dressed people like to wear.

(Down Stairs Store, Market)



\$38.50 \$16.50

200 Serge Dresses at \$5 Well-made comfortable frocks of navy serge with braid or embroidery. Simple, easily slipped into styles. Sizes 16 to 42.